

2007 Student Satisfaction Inventory Report

Office of Institutional Effectiveness and Research
06-20-2007

We administered the Student Satisfaction Inventory (SSI) in class meetings in spring 2007. Twenty-three classes meeting at 11 a.m. on March 23, 2007 were selected to participate in the SSI. A total number of 339 students were enrolled in these selected classes. However, 68% (232/339) were shown up and participated in the survey. Among the 232 participants, 27.27% were first year students, 29.44% were sophomores, 22.51% were juniors, and 20.35 were seniors.

The SSI has 116 items. A majority of the items ask the respondents to rate the perceived importance and the satisfaction level of the item statement. The rating scale is from 1 to 7, with 7 being the highest. Mean averages for importance are typically in the range of 5 to 6 and mean average satisfaction scores are typically in a range of 4 to 5. A performance gap is simply the importance score minus the satisfaction score. The larger the performance gap, the greater the discrepancy between what students expect and their level of satisfaction with the current situation. The smaller the performance gap, the better the institution is doing at meeting student expectations.

Survey Results by Area

This section of the report presents the data by area. Included is the mean rating of importance and satisfaction plus the corresponding performance gap for each item and the national norm of gap from all four year private institutions participated in this 2007 survey. Items are presented in ascending order based on the gap value, which means the items at the lower part of the table need more attention and/or immediate action. We may need to consider and/or incorporate them in our planning. The national norm gap value can also serve as a reference score to let us know when we stand.

Academic Affairs	Importance Score07	Satisfaction Score07	Gap07	GapNorm07
13. Library staff are helpful and approachable.	5.97	5.22	0.75	0.30
3. Faculty care about me as an individual.	6.19	4.99	1.20	0.87
6. My academic advisor is approachable.	6.47	5.25	1.22	0.86
33. My academic advisor is knowledgeable about requirements in my major.	6.42	5.18	1.24	0.98
14. My academic advisor is concerned about my success as an individual.	6.38	5.11	1.27	1.01
41. There is a commitment to academic excellence on this campus.	6.33	4.86	1.47	0.93
32. Tutoring services are readily available.	6.30	4.80	1.50	0.63
65. Faculty are usually available after class and during office hours.	6.40	4.89	1.51	0.79
55. Major requirements are clear and reasonable.	6.33	4.81	1.52	0.97
8. The content of the courses within my major is valuable.	6.41	4.88	1.53	1.08
68. Nearly all of the faculty are knowledgeable in their field.	6.43	4.88	1.55	0.83

16. The instruction in my major field is excellent.	6.41	4.79	1.62	1.10
27. The personnel involved in registration are helpful.	6.23	4.53	1.70	0.94
44. Academic support services adequately meet the needs of students.	6.31	4.61	1.70	0.95
47. Faculty provide timely feedback about student progress in a course.	6.29	4.59	1.70	1.18
19. My academic advisor helps me set goals to work toward.	6.29	4.58	1.71	1.17
39. I am able to experience intellectual growth here.	6.43	4.71	1.72	0.93
18. Library resources and services are adequate.	6.14	4.39	1.75	0.88
61. Adjunct faculty are competent as classroom instructors.	6.23	4.47	1.76	0.95
50. Class change (drop/add) policies are reasonable.	6.22	4.43	1.79	0.86
35. The assessment and course placement procedures are reasonable.	6.18	4.35	1.83	1.01
58. The quality of instruction I receive in most of my classes is excellent.	6.32	4.46	1.86	1.09
25. Faculty are fair and unbiased in their treatment of individual students.	6.24	4.32	1.92	1.23
53. Faculty take into consideration student differences as they teach a course.	6.19	4.22	1.97	1.15
26. Computer labs are adequate and accessible.	6.38	4.18	2.20	0.99
34. I am able to register for classes I need with few conflicts.	6.34	4.09	2.25	1.57
69. There is a good variety of courses provided on this campus.	6.36	3.70	2.66	1.22
57. I seldom get the "run-around" when seeking information on this campus.	6.23	3.21	3.02	1.57

	Importance Score07	Satisfaction Score07	Gap07	GapNorm07
Student Affairs				
1. Most students feel a sense of belonging here.	6.00	4.75	1.25	0.70
2. The campus staff are caring and helpful.	6.22	4.93	1.29	0.92
46. I can easily get involved in campus organizations.	6.21	4.86	1.35	0.58
45. Students are made to feel welcome on this campus.	6.40	5.04	1.36	0.86
30. Residence hall staff are concerned about me as an individual.	6.09	4.48	1.61	0.82
10. Administrators are approachable to students.	6.12	4.47	1.65	0.86
7. The campus is safe and secure for all students.	6.43	4.76	1.67	0.92
63. Student disciplinary procedures are fair.	6.24	4.56	1.68	1.02
22. Counseling staff care about students as individuals.	6.10	4.41	1.69	1.01
27. The personnel involved in registration are helpful.	6.23	4.53	1.70	0.94
56. The student handbook provides helpful information about campus life.	6.14	4.43	1.71	0.54
64. New student orientation services help students adjust to college.	6.35	4.64	1.71	0.84
37. I feel a sense of pride about my campus.	6.21	4.48	1.73	0.79
59. This institution shows concern for students as individuals.	6.34	4.60	1.74	1.12
60. I generally know what's happening on campus.	6.20	4.46	1.74	0.86
15. The staff in the health services area are competent.	6.25	4.27	1.98	1.03
40. Residence hall regulations are reasonable.	6.05	4.07	1.98	1.20
29. It is an enjoyable experience to be a student on this campus.	6.22	4.19	2.03	1.09

49. There are adequate services to help me decide upon a career.	6.29	4.23	2.06	1.18
52. The student center is a comfortable place for students to spend their leisure time.	6.10	3.97	2.13	0.96
36. Security staff respond quickly in emergencies.	6.34	4.18	2.16	1.41
9. A variety of intramural activities are offered.	5.61	3.35	2.26	0.15
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.68	3.35	2.33	0.79
71. Channels for expressing student complaints are readily available.	6.27	3.93	2.34	1.40
42. There are a sufficient number of weekend activities for students.	5.94	3.41	2.53	0.98
28. Parking lots are well-lighted and secure.	6.17	3.59	2.58	1.23
73. Student activities fees are put to good use.	6.24	3.59	2.65	1.52
57. I seldom get the "run-around" when seeking information on this campus.	6.23	3.21	3.02	1.57
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.40	2.70	3.70	1.50

Business and Finance

	Importance Score07	Satisfaction Score07	Gap07	GapNorm07
1. Most students feel a sense of belonging here.	6.00	4.75	1.25	0.70
2. The campus staff are caring and helpful.	6.22	4.93	1.29	0.92
54. Bookstore staff are helpful.	6.10	4.57	1.53	0.49
10. Administrators are approachable to students.	6.12	4.47	1.65	0.86
20. The business office is open during hours which are convenient for most students.	6.13	4.47	1.66	0.90
72. On the whole, the campus is well-maintained.	6.39	4.38	2.01	0.67
5. Financial aid counselors are helpful.	6.34	4.20	2.14	1.29
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.31	4.01	2.30	1.44
11. Billing policies are reasonable.	6.04	3.70	2.34	1.63
28. Parking lots are well-lighted and secure.	6.17	3.59	2.58	1.23
66. Tuition paid is a worthwhile investment.	6.34	3.62	2.72	1.72
17. Adequate financial aid is available for most students.	6.34	3.61	2.73	1.68
21. The amount of student parking space on campus is adequate.	5.79	2.96	2.83	2.39
57. I seldom get the "run-around" when seeking information on this campus.	6.23	3.21	3.02	1.57
38. There is an adequate selection of food available in the cafeteria.	6.19	2.91	3.28	1.83

Institutional Advancement

	Importance Score07	Satisfaction Score07	Gap07	GapNorm07
4. Admissions staff are knowledgeable.	6.24	5.00	1.24	1.00
51. This institution has a good reputation within the community.	6.24	5.00	1.24	0.70
1. Most students feel a sense of belonging here.	6.00	4.75	1.25	0.70
2. The campus staff are caring and helpful.	6.22	4.93	1.29	0.92

10. Administrators are approachable to students.	6.12	4.47	1.65	0.86
43. Admissions counselors respond to prospective students' unique needs and requests.	6.23	4.58	1.65	0.90
37. I feel a sense of pride about my campus.	6.21	4.48	1.73	0.79
48. Admissions counselors accurately portray the campus in their recruiting practices.	6.19	4.33	1.86	1.16
57. I seldom get the "run-around" when seeking information on this campus.	6.23	3.21	3.02	1.57

Institutional Strengths and Weaknesses

The results from the Noel-Levitz satisfaction survey support strategic planning efforts. The data serve to identify institutional strengths and challenges from the perceptions of the students. Institutional challenges should be addressed in the strategic planning activities to identify appropriate responses for the short-term and the long-term. Institutional leadership can have confidence in the decisions they are making for the strategic plan because the identified issues are ones that matter to students and ones that students feel are priorities for improvement. Strengths are items with high importance and high satisfaction. These are specifically identified as items above the mid-point in importance and in the upper quartile (25percent) of your satisfaction scores. The strengths are listed in descending order of importance. Strengths are items with high importance and high satisfaction. These are specifically identified as items above the mid-point in importance and in the upper quartile (25percent) of your satisfaction scores. Challenges are items with high importance and low satisfaction or large performance gap. These are specifically identified as items above the mid-point in importance and in the lower quartile (25 percent) of your satisfaction scores or the top quartile (25 percent) of your performance gap scores. The challenges are listed in descending order of importance. Respond to your challenges! Most institutions conduct student satisfaction assessment in order to identify areas for campus improvement. These improvement priorities are highlighted in the list of challenges. Challenges are the areas that students care the most about, which they also feel can be further improved upon by the campus. These areas need to be discussed, explored, prioritized, and responded to. If we ignore these areas, we run the risk of increasing student dissatisfaction and ultimately impacting the retention of our students.

This section of the report presents strengths and weaknesses of the institution as determined by the SSI. Also in this section is a benchmark report based on items with higher and lower satisfaction in relation to four-year private institutions.

Strengths

- 4. Admissions staff are knowledgeable.
- 6. My academic advisor is approachable.
- 7. The campus is safe and secure for all students.
- 8. The content of the courses within my major is valuable.
- 14. My academic advisor is concerned about my success as an individual.
- 16. The instruction in my major field is excellent.
- 32. Tutoring services are readily available.

- 33. My academic advisor is knowledgeable about requirements in my major.
- 41. There is a commitment to academic excellence on this campus.
- 45. Students are made to feel welcome on this campus.
- 51. This institution has a good reputation within the community.
- 55. Major requirements are clear and reasonable.
- 62. There is a strong commitment to racial harmony on this campus.
- 65. Faculty are usually available after class and during office hours.
- 68. Nearly all of the faculty are knowledgeable in their field.

Challenges

- 12. Financial aid awards are announced to students in time to be helpful in college planning.
- 17. Adequate financial aid is available for most students.
- 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
- 26. Computer labs are adequate and accessible.
- 34. I am able to register for classes I need with few conflicts.
- 36. Security staff respond quickly in emergencies.
- 66. Tuition paid is a worthwhile investment.
- 69. There is a good variety of courses provided on this campus.
- 71. Channels for expressing student complaints are readily available.
- 73. Student activities fees are put to good use.

Benchmarks

Lower Satisfaction vs. Four-Year Private Institutions

- 6. My academic advisor is approachable.
- 39. I am able to experience intellectual growth here.
- 68. Nearly all of the faculty are knowledgeable in their field.
- 7. The campus is safe and secure for all students.
- 33. My academic advisor is knowledgeable about requirements in my major.
- 16. The instruction in my major field is excellent.
- 8. The content of the courses within my major is valuable.
- 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
- 45. Students are made to feel welcome on this campus.
- 65. Faculty are usually available after class and during office hours.
- 72. On the whole, the campus is well-maintained.
- 26. Computer labs are adequate and accessible.
- 69. There is a good variety of courses provided on this campus.
- 64. New student orientation services help students adjust to college.
- 17. Adequate financial aid is available for most students.
- 34. I am able to register for classes I need with few conflicts.

- 36. Security staff respond quickly in emergencies.
- 5. Financial aid counselors are helpful.
- 59. This institution shows concern for students as individuals.
- 66. Tuition paid is a worthwhile investment.
- 41. There is a commitment to academic excellence on this campus.
- 55. Major requirements are clear and reasonable.
- 58. The quality of instruction I receive in most of my classes is excellent.
- 12. Financial aid awards are announced to students in time to be helpful in college planning.
- 44. Academic support services adequately meet the needs of students.
- 67. Freedom of expression is protected on campus.
- 32. Tutoring services are readily available.
- 47. Faculty provide timely feedback about student progress in a course.
- 49. There are adequate services to help me decide upon a career.
- 71. Channels for expressing student complaints are readily available.
- 15. The staff in the health services area are competent.

Higher Importance vs. Four-Year Private Institutions

- 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
- 45. Students are made to feel welcome on this campus.
- 72. On the whole, the campus is well-maintained.
- 14. My academic advisor is concerned about my success as an individual.
- 64. New student orientation services help students adjust to college.
- 5. Financial aid counselors are helpful.
- 44. Academic support services adequately meet the needs of students.
- 67. Freedom of expression is protected on campus.
- 32. Tutoring services are readily available.
- 19. My academic advisor helps me set goals to work toward.
- 71. Channels for expressing student complaints are readily available.
- 15. The staff in the health services area are competent.
- 62. There is a strong commitment to racial harmony on this campus.

Results of Summary Items

The survey has three summary items asking the respondents to rate to what extent that they are satisfied with their experience at Bennett. Bennett students' response and the response from the four-year private institutions are presented below.

Bennett College for Women	Four-Year Private Institutions
---------------------------------	--------------------------------------

So far, how has your college experience met your expectations?	3.99	4.51
1=Much worse than expected	7%	2%
2=Quite a bit worse than I expected	4%	2%
3=Worse than I expected	22%	12%
4=About what I expected	35%	36%
5=Better than I expected	17%	24%
6=Quite a bit better than I expected	6%	11%
7=Much better than expected	7%	9%
Rate your overall satisfaction with your experience here thus far.	4.33	5.18
1=Not satisfied at all	6%	2%
2=Not very satisfied	9%	4%
3=Somewhat dissatisfied	16%	9%
4=Neutral	14%	10%
5=Somewhat satisfied	23%	19%
6=Satisfied	22%	37%
7=Very satisfied	6%	15%
All in all, if you had to do it over, would you enroll here again?	4.12	5.19
1=Definitely not	15%	4%
2=Probably not	12%	7%
3=Maybe not	7%	7%
4=I don't know	21%	11%
5=Maybe yes	10%	11%
6=Probably yes	18%	27%
7=Definitely yes	13%	29%